

# Maclean's

5¢  
a copy



CANADA'S  
NATIONAL  
MAGAZINE

T O R O N T O  
D E C E M B E R 1 5  
1 9 3 9

In This Issue:

## The City Behind Niagara Falls

By Frederick Edwards

## A New Adventure of KENT POWER DETECTIVE

By Bengt Atlee

Christmas  
Greetings

# GIFTS

## of your Dreams

Success gifts waiting to grow as to receive each bearing  
the designs of the world's most famous gift-giver—Yardley of  
London. Crystal flasks of the lovely, iridescent French Lavender or of "Real  
Santal" and other luxurious perfumes, and an infinite variety of splendid scented soaps  
the French Lavender Soap, Bath Soaps and Ready Prepared Soap. Selections

for distinguished men folk. These lovely things priced from

\$4 to \$30 await your choice in all his stores



French Lavender  
\$4 to \$11.00



CRYSTAL SOAP



CRYSTAL SOAP



CRYSTAL SOAP



CRYSTAL SOAP



CRYSTAL SOAP



"Real Santal" Perfume  
\$4 to \$11.00



CRYSTAL SOAP

# YARDLEY LAVENDER



## Christmas

**SANTA CLAUS** will come this Christmas.

He will come to the children of the ones who have left their homes and families to serve in the armed forces of the Dominion.

The warmth of the midnight of Christmas will be felt by the wives of these men and by the men themselves.

It will be felt by thousands of other men, women and children who have in recent years known motherhood and poverty.

This will be no because throughout the land there are fellow beings who give gladly of their time and resources in order that good cheer and happiness may be spread and shared.

On Christmas and the Spirit of Christmas is not blighted out by War.

It is compared to the desire for which we are fighting, for which sacrifice must more be made as it was made nearly two thousand years ago—Peace on Earth, Good Will to Men.

## The British and Criticism

**CRITICISM** of the British parliamentary system and of British newspapers and reviews reveals that, viewed as is the determination toward Britain's war effort, there is plenty of hearty criticism and no attempt has been made to discourage or rebuke it.

On the contrary, the British Government, learned of fighting men and not to disband every unit of its subdivisions, has acknowledged the value of many of the criticisms made, has frankly admitted mistakes and shortcomings and takes prompt action to remedy them.

The most striking example was Mr. Winston Churchill's statement to the House, and to the nation, on the sinking of the *Royal Oak* in the Firth. He showed the rules the Navy must take, but readily confirmed that "no matter degree of risk was accepted. Both as the Admiralty and as the fleet." And he added, "the Admiralty, upon whose broadly the responsibility rests, resolved to leave the *Royal Oak* in, namely, that in this war, with its immense naval applications,

nothing must be taken for granted and every joint in our harness must be tested and strengthened, so far as our resources and ingenuity allow."

During the debate on the *Royal Oak* Ministry, the Navy's attack was made in and out of the House, against war and protesting. Backlash was given full opportunity to present concrete examples of shortcomings caused by bungling and by inadequate aid to the Navy.

As a result of these criticisms several government bills were amended and improved.

The press has not hesitated to take its search light on bungling officials or to expose profligacy and extravagance. And the Government has acted quickly and strongly. In one case we are informed, it was called in Scotland Yard to investigate expenditure on an army camp.

Canada, with the aid of the two present prime ministers of new at Ottawa, the bookish attitude and the hypocrisy of changing as "diplomats" "superior" or "low-down" needed exposure of incompetence, waste, profligacy and weakness.

Mistakes, if corrected promptly, do not shake public confidence in governments.

Corrupted matters and corrected weaknesses do.

## Fantasy Voted Down

**WANT** with the war, the recent election in Quebec and New Brunswick, and one thing and another, not much attention has been paid by Canada to what has been happening in State elections in the other side of the line.

But it is worth noting that in California the *Farmer*—born and bred plan—which would have raised taxation to a daily level, was soundly defeated, and in Ohio, the equally ridiculous "Rogues' gallery plan" was soundly defeated by the voters.

In most states and cities property is becoming more or less common governmental addictions were voted down.

The people of the United States are awakening to the invincible expense of local, state and federal governments and to the consequent burden of taxation.

## Bradshaw and the Future

**THOMAS** Bradshaw, president of the North American Life Assurance Company and "baron doctor" to its many Canadian commercial and industrial and commercial enterprises, possessed one of the longest records of having succeeded. He says it is the future.

A week before he died, Mr. Bradshaw came to us and said:

"I have talked with a number of leading industrialists. They agree that the biggest problem this age will have to face while the common man's dream that will follow the conclusion of this war. They agree that Canada should be preparing to meet it some incident with our war effort. We're not to be ready to absorb our world employment, the men who will be drawn back from our fighting fronts and from our war time industries. The time to start preparing for that requirement is NOW. I doubt if our system could turn a corner economic collapse such as that which followed the last war. The men with whom I have talked are currently trying to think out what might be done. They will co-operate with any lead the Government might give. I hope the Government will give a lead. Will you start the ball rolling? I'd like to discuss the matter more fully, any week now."

Next week, Thomas Bradshaw was held in his dream.

It is his last wish, Maclean's suggests.

"That the Dominion Government should start out to establish machinery capable of so outlining and carrying out all avenues of future employment."

"A commission made up of labor, industrial and agricultural representatives, might be appointed. The National Research Bureau, as could supply valuable information concerning possible new uses for our raw materials and the development of our resources."

"Every source of employment should be investigated to prepare a post-war plan."

"Declaration of intent could prove actually more willower economic trouble."

We believe that the advice of Thomas Bradshaw is worth listening.















































# BULOVA

*The Gift of a Lifetime*

There is no gift so precious, none that lives so long in useful service as a dependable timepiece. This Christmas give a really fine gift—a Bulova Watch—the gift of a lifetime!

*As Serviceable as they are Beautiful!*

MISS AMERICA "B"  
17 Jewels  
\$3750

DOLLY MADISON "A"  
21 Jewels  
\$3975

LADY BULOVA  
17 Jewels  
2 Diamonds  
\$4250

NATALIE  
17 Jewels  
20 Diamonds  
14-Kt. Gold  
\$7500

EMPEROR  
17 Jewels  
40 round diamonds,  
6 baguette diamonds,  
platinum case  
\$27500

WIDE-ANGLE  
17 Jewels  
\$3375

AMBASSADOR  
21 Jewels  
\$3975

CANADIAN  
ARMAN  
21 Jewels  
\$4950

*Dolly Madison "E"*  
21 JEWELS  
2 DIAMONDS  
\$4950

BULOVA WATCH COMPANY LIMITED  
STERLING TOWER • TORONTO

ELIZABETH  
17 Jewels  
\$2475

PRISCILLA  
17 Jewels  
\$2475

MISS TORONTO  
17 Jewels  
\$2975

SARAH  
17 Jewels  
\$2975

MISS AMERICA "B"  
17 Jewels  
\$3375

CANADIAN  
GIRL  
17 Jewels  
\$3975

ROYAL  
MASTER  
17 Jewels  
\$4250

BANKER  
15 Jewels  
\$2475

REVERE  
13 Jewels  
\$2475

BRUCE  
17 Jewels  
\$2975

MINUTE  
MAN  
17 Jewels  
\$3750